What is claimed is:

1. A method of electronically displaying product information to prospective purchasers in a retail establishment comprising:

    a) providing a plurality of checkout terminals with monitors viewable by prospective purchasers in said retail establishment;

    b) identifying a plurality of products to be displayed;

    c) compiling a selected database of product information corresponding to said identified products; and

    d) displaying said selected database as a screen saver on said checkout terminal monitors when said terminals are inactive.

2. The method of claim 1, wherein said product information comprises advertisements including product images.

3. The method of claim 1, wherein said retail establishment is selected from the group consisting of supermarkets, department stores, specialty stores, automotive stores, and hardware stores.

4. The method of claim 1, wherein said selected database is compiled from a master database.

5. The method of claim 1, wherein said plurality of products is identified by a first party and said selected database is compiled by a second party.

6. The method of claim 1, wherein said plurality of terminals are part of a local area network that includes a control terminal, said screen saver displays being controlled from said control terminal.

7.   The method of claim 1, wherein said products are packaged goods and said advertisements are graphic images of said products.

8.   A method of electronically providing information about a plurality of products in a retail establishment for a given time period comprising:

a)   identifying a plurality of products offered by suppliers;

b)   compiling a software database of information corresponding to said products;

c)   receiving said database from said compiler; and

d)   displaying said database on at least one checkout terminal monitor viewable in said retail establishment by prospective customers during said given time period.

9.   The method of claim 8, wherein said information includes advertisements with product images.

10.   The method of claim 8, wherein said retail establishment is selected from the group consisting of supermarkets, department stores, specialty stores, automotive stores, and hardware stores.

11.   The method of claim 8, wherein said selected database is displayed as a screen saver when said terminal is not in use.

12.   The method of claim 8, wherein said plurality of products is identified by a first party and said selected database is compiled by a second party.

13. The method of claim 8, wherein said plurality of terminals are part of a local area network that includes a control terminal, said screen saver displays being controlled from said control terminal.

14. The method of claim 8, wherein said products are packaged goods and said information includes advertisements with graphic images of said products.

15. A method of advertising selected products to prospective purchasers in a retail establishment having at least one checkout terminal with a monitor viewable by said prospective customers comprising:

   a)   selecting information for said products;

   b)   storing the selected information as a database of electronic images;

   c)   displaying the selected information on said monitor.

16. The method of claim 15, further including the step of electronically transmitting said database to said retail establishment.

17. The method of claim 15, wherein said images are displayed on said monitor as a screen saver.

18. The method of claim 15, wherein said information is advertising material includes images of said products.

19. The method of claim 15, wherein at least a part of said information is animated.

20. The method of claim 1, wherein said at least one checkout terminal is part of a local area network including a control terminal, the display of said database being controlled from said control terminal.

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21.   A method of electronically providing information about a plurality of products in retail establishments for a given time period comprising:

a)   selecting products offered by a plurality of suppliers;

b)   compiling a software database of information corresponding to said

5   products; and

c)   displaying said database as a screen saver on checkout terminal monitors in a plurality of retail establishments, said monitors being viewable in said retail establishment by prospective customers during said given time period.

22.   The method of claim 21, wherein said information comprises advertising

10   material includes images of said products.

23.   The method of claim 21, wherein said retail establishments are selected from the group consisting of supermarkets, department stores, specialty stores, automotive stores, and hardware stores.

24.   The method of claim 21, wherein said suppliers are manufacturers.

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